

COHEN'S MOST REMARKABLE JANUARY MONDAY.

Sale of Muslin Underwear That Will Startle The Town.

We sold the best Underwear last season for the lowest price ever offered in the city. How surprising, with higher priced cotton and with the advance of labor, these thousands of pieces of most beautiful Underwear are cheaper than a year ago. All this means that Cohen's store should be your store.

ABOUT 360 DOZEN GOWNS, some of Nainsook, some of muslin, some high, some low neck, trimmed with lace or trimmed with embroidery; all gotten up in styles and taste for the finest trade, with sewing equal to what would be done at your own home. We start with every size, at all prices. The present price of these goods, measured by best value, would be \$1.50 to \$1.98, the choice of any will be 98c.

THE MOST BEAUTIFUL \$1.25 GOWNS for 79c. Nothing that we have ever sold at any similar price comes within 30 per cent. of the value given in these lots, the choice is for low or high neck, trimmed with lace or embroidery, perfect sewing, good materials and full in their measurements.

THE GOWNS AT 48c. are of good, heavy, round thread cotton, with yokes of open embroidery and tucks, hemstitched ruffle and full in size; they have never been matched at these prices.

THERE ARE HUNDREDS OF GOWNS AT 59c. and 69c., that the materials could not be gathered at such prices.

GOWNS AT 29c., full size and perfect sewing, with pearl buttons, plain cluster tucks and cambric ruffle, equal to any ever sold at 37c.

GOWNS AT 38c. are of hemstitched ruffle, with yoke of open hemstitched tucks and embroidery, full size and well made.

GOWNS OF FRENCH MODEL equal to hand made, the best \$2 Gowns that can be found in the city, our price is \$1.25.

Gowns from \$1.50 up to \$5 each. The modeling of such work at such prices, is a revelation in the Underwear business.

A Remarkable Sale of About 600 White Muslin Skirts, values \$1.69 to \$2, for 98c Each.

A Fine Cambric Skirt with a 21-inch double ruffle of Medici lace, with three rows of indispersed insertion and cluster tucks, sewing equal to any Skirt ever bought. Others with fine blind embroidery and tucks, some with wide Hamburg embroideries, almost every pretty design known, choice, 98c.

A Fancy Lace Skirt, ruffle 13 inches wide, of lace inserting and wide lace edging, full size, of cambric, with draw string waist, sewed equal to any \$1 Skirts, the price, 50c.

SKIRTS FOR 79c.; generous quality and sewing of the \$1 and \$1.25 Skirts, ruffles 12 to 15 inches in depth, in varieties of embroidery and open hemstitching and tucks, our last season's 98c. Skirts.

There are Wide Lace Ruffle Skirts at 65c. There are Cambric Skirts with 8-inch hemstitched ruffles, headed with cluster tucks, well sewed and full size, for 48c.

There are Skirts from these prices to \$5.75, and surprise prices in every step of the way.

GOOD CORSET COVERS FOR 7c., only three to a customer.

Another is a full front Cambric Cover, French shape, made equal to home work, pearl buttons, for 12½c.

500 DOZEN CORSET COVERS AT 25c., the lot includes Covers that have sold at from 40c. to 62c.; every variety of embroidery lace, fine tucks, styles that are made to sell up to \$1.25; this lot is not likely to be repeated this season at such prices.

98c. to \$1.20 Corset Covers of Tenerife French lace and embroidery; soft nainsook material, partly hand sewed, some of allover embroidery, in the French Corset shape, with draw string, choice 50c.

DRAWERS AT 25c. AND 29c., wide umbrella ruffles of lace edging and insertion, headed with tucks; the qualities that were never sold before for less than 39c.

50 dozen Drawers of nainsook, in the most beautiful design of open hemstitched tucks cluster and ruffle edging; these goods were made to have sold for 75c. a pair, Monday's price 39c.

DRAWERS AT 12½c., three pairs to a customer, made of good round thread cotton, perfect and well sewed, wide hem, headed with cluster tucks.

Drawers with 4½ inch ruffle, edged with cotton Torchon lace, double stitched, price, a pair, 19c.

Two lots of Drawers, each 44c. and 50c. styles, combinations and qualities of lace and embroidery equal to any ever sold at from 75c. to 89c. Such prices in Underwear cannot come again this season. We are prepared in quantities enough to serve the Richmond public.

Sale of Manufacturer's Ribbon Ends.

Ribbons are as necessary to women as hair pins; in fact they are indispensable. Knowing this, our ribbon buyer never lets a chance slip to pick up any big bargains he can get. This lot of ends is one of the best ribbon values we ever had, and all are the finest qualities and marked one-third off actual value.

1,500 yards Satin Taffeta Ribbons, three and a half inches wide, in every color; Monday's price is 10c. a yard.

Four inches wide Satin Taffeta Ribbons, best price was 22c.; yours for 14c. a yard.

No. 60 Taffeta and Satin Ribbons, same you pay 25c. for, 15c. a yard.

No. 100, five-inch Satin Taffeta and

Taffeta Ribbons, best price was 25c.; yours for 18c. a yard.

No. 5, one-inch wide Satin Taffeta Ribbons, all colors, for 8c. a yard.

No. 7 and 8 Satin Taffeta Ribbons, in all colors, usual price is 7c. and 8c.; choice, any for 4c. a yard.

No. 13 Satin Taffeta Ribbons, all colors, was 10c., now 6c. a yard.

Sale of White Goods.

We select only a few items from the tens of thousands yards of these White Goods at wonder prices.

English Long Cloths, manufacturer's lengths, two to twenty yards, fine, soft finish, 8 1/4-1 1/4 c. a yard.

Finer Grade Long Cloths, 8 3/4-1 1/4 c. a yard.

Fancy White Mercerized Madras, 12 1/2-1 1/2 c. a yard.

India Linon, forty inches wide, a yard, 5 7/8-1 1/2 c. a yard.

Sheer White India Linon, long fold, 10c. usually; this white sale price, a yard, 7 1/2-1 1/2 c. a yard.

Forty-inch wide Finest Sheer 16 1/2-2 c. India Linons, 12 1/2-1 1/2 c. a yard.

The 16 1/2-2 c. grade India Linons are as fine as any 25c. grade anywhere.

7 3/4-1 1/2 c. a yard—Striped Madras for waists, such as you pay 12 1/2-1 1/2 c. for usually.

12 1/2-1 1/2 c. a yard—Sheer Fine White Persian Lawn, 10c. value.

12 1/2-1 1/2 c. a yard—White Organdy, very sheer, regularly 25c.

Slaughter Sale of Silks.

Nothing in it for us but stock reduction, but for you it means Silks that you need. Silks that are the very latest patterns and weaves at half prices. Interested?

SALE OF WHITE HABUTAI SILK.

Twenty inches wide, soft lustrous finish, worth 44c. for 20c.

27-inch Pure Silk, lustrous, 58c. value, for 29c.

26-inch, handsome 58c. quality, for 29c.

26-inch Heavy All Silk, 58c. quality, for 29c.

Lot of Solid Colored Pure Silk Taffetas, including some of the most popular colors, worth 75c., to close for 49c. a yard.

Lot of 60c. Taffetas to close for 22c. a yard.

27-inch Heavy Pure Silk Black Crinkly Crepe de Chine, worth \$1.19, for 50c.

Black Taffeta, in new lace stripe designs, regularly \$1. for 45c.

Black Imported Kid Finish Taffeta, handsome enough for any purpose, regularly \$1.50, for 85c.

Lot of Peau de Soie, in evening effect, to close the \$1.25 and \$1.35 qualities, for 85c. a yard.

Lot of Novelty Gauze, in handsomely embroidered and stripe designs, worth up to \$2, to close for 75c. a yard.

26-inch Black Taffeta, guaranteed pure silk, finest Lyons make, \$1.50 quality for \$1.11 quality for 95c.

27-inch Black Imported Peau de Soie, soft and mellow, \$1. quality, for 70c.

21-inch 75c. grade Peau de Soie for 45c.

Lot of Fancy Taffetas, in popular colors and designs, for waists and shirt waist dresses, worth from 88c. to \$1.12, to close for 50c. a yard.

Cohen's Embroideries ARE AMONG THE CITY'S WONDERS

Such merchandising is the admiration of this country

SIX YARDS OF EMBROIDERY FOR PRICE OF TWO.

Every kind and width of the new styles that the best foreign makers have produced for this season's sale. There is no waiting on this occasion, such extraordinary things cannot be done at will. Description isn't anything, you must come and see an entire aisle full.

12½c. buys Wide Flouncing; hundreds of beautiful pieces that for several seasons back have been the bargains of the 25c. tables.

Embroideries at 5c. include thousands of yards of every description, from the narrow to half flouncing. The same qualities and designs that we buy to sell ordinarily at 8c. to 12½c.

Embroideries at 3c. that few stores have ever sold at 5c.

There are eight counters full of Embroideries containing price cards at 7c., 9c., 16c., 19c., 25c. and 38c.

The lowest scale of price, if bought in America, of importers, under ordinary circumstances, is perfectly safe to say, would be very much more than double.

There are Allover Embroideries, about 120 pieces—at 50c., 69c. and 75c., and up to \$3 a yard. These and every variety of the most beautiful goods ever produced.

The 50c. kind is our usual 98c. quality.

The 75c. grade cost \$1.75, and such values for the others.

All the above include both Edgings and Insertings.

FRENCH MATCH SETS

of Embroidery from the narrowest to the widest widths. These contain the novel ideas of the best embroidery artists known in Europe. The Insertings and Edgings run from 10c. to 75c. a yard—over 750 pieces to select from. Not a piece which sells for more than 37c. on the dollar. This entire stock of Embroideries was bought under peculiar circumstances by one of our representative buyers in St. Gall, Switzerland and other embroidery centers.

ONE OF THE BRIGHT LACE DAYS

for an early season. Torchon Wash Laces have these peculiar prices, 1 3/4c., 3c. and 5c. a yard. Each lot in various widths. The narrow cost a third more than our prices, the wide ones are half of importer's cost. Several hundred pieces of wide Point de Paris Laces for 9c. a yard.

Allover Waisting Laces for 75c. and 98c.

Come to the Linen Counters.

There is a new price-step, and for the usual best Linens that Cohen's store is noted for—goods acquired through a New York jobber, and which had to be turned into cash at once.

50c. a yard for Pure White Satin Finished Mercerized Table Damask, two yards wide, regularly 75c.

50c. a yard for Silver Bleached Pure German Linen Embossed Table Damask, sixty inches wide.

60c. a yard for All Linen Grass Bleached Damask, sixty-nine inches wide.

20c. a yard—Irish Linen Damask, half bleached, fifty-four inches wide, extra weight.

30c. a yard for the usual best 60c. Heavy Weight Cream Linen Damask, 75c. a yard—Finest 33 grade Irish Damask, double satin finish.

\$1.25 a dozen—Pure German Embossed Linen Damask Dinner Napkins.

\$1.15—Heavy Irish Damask Dinner Napkins, full bleached, five designs.

\$1.50 a dozen—Finest Pure Linen Heavy Satin Damask Napkins.

Infants' Cloaks.

Like other winter things the blight of price slaughter has struck these beautiful garments. Read them:

\$1.08 for Children's Cloaks, all colors, sizes 12 to 16 years, that sold for \$2.50 and \$3.

\$1.50 for Velvet and Zibeline Cloaks that sold for \$6.98 and \$7.50.

Mill End Sale of Linings.

1,000 yards Mill End Percale Linings, lengths to three yards best 12 1/2-1 1/2 c. quality, for 8c. a yard.

500 yards Mill End Black Batteen Linings, 20c. quality, for 10c. a yard.

Mill End Sifella Linings, colors only, 10c. and 12 1/2-1 1/2 c. grades, for 6c. a yard.

Sixteen pieces Gray Linen Canvas, best 12 1/2-1 1/2 c. grade for 5 1/2-1 1/2 c. a yard.

These wonder prices are only given because prudence requires us to reduce our stock enormously by February, and this is the only way we know to spur up the buying. The prices will average about half of values.

Rush for Made Garments.

Every garment shows Cohen's liberality, no matter what styles or how pretty. They must get out at some price—almost any price. The zero day of selling them has come.

WOMEN'S COATS.

Women's \$18.50 Zibeline or Kersey Coats, new styles, are \$10.

Others, were \$15, will be \$7.98.

The Handsomest Coats in town for \$10 are now \$5.

Chevrolet and Brondeloth Coats, long three-quarter lengths, were \$35 and \$36.50, will be \$20.

Broadcloth Tailored Coats for \$3.98. The \$7.50 Kersey Coats that were the wonder of the city are \$3.75.

Handsomest Corset Jackets, in Cover Cloth, \$15 and \$16.50 were the prices, now \$10.

CHILDREN'S AND MISSES' COATS.

Newest \$16 and \$16.50 Full Length Coats, \$10.

Prettiest of \$12.50 Coats will be \$8.

Handsome \$10 Military Coats, any, \$6.50.

\$3.50 Coats are \$5.

\$5.85 was the price for hundreds of Coats, now \$3.50.

\$5 and \$5.50 Steeple for \$1.08 and \$3.50.

WOMEN'S TAILOR SUITS.

\$27.50 to \$37.50 Tailor Suits for \$20 to \$25.

\$20 to \$24 Newest Suits for \$12.50 and \$10.50.

All Suits that were \$15.75 are \$10 each.

The \$10 and \$12.50 Suits are \$5.75.

SALE OF RAIN COATS.

Those Prettiest of the \$18 Coats will be sold for \$10.

The Priestly \$20 Rain Coats for \$15.

The Handsomest of all the \$25 and \$30 Coats will be \$20.

HUNDREDS OF SKIRTS.

Availing Skirts that sold for \$2.98 will be \$1.25.

The \$3.50 Skirts for \$1.08.

The \$5 Skirts for \$2.50.

The prettiest of the popular \$7.98 Skirts, choice, \$5.

The \$3 Skirts are \$0.50.

Pure Silk Peau de Soie Skirts reduced from \$12.50 to \$5.50.

The \$15 Silk Skirts are \$10.

The \$17.75 Peau de Cygne Skirts are \$12.50.

SALE OF FUR COATS.

will embrace every kind in the store. Rather than carry them over, they will be sold at your price.

DRESSING SACQUES.

\$1.50 Elderdown or German Flannel, Sacques are 75c.

\$1 Flannellet Wrappers, 65c.

\$1.00 and \$1.50 Wrappers, \$1.

Our Eyesight Specialist, Louis E. Hulbert, late of the New York School of Optics, will examine and care fully fit your eyes free of charge.

A GRAND OPTICAL OFFER.

EYES EXAMINED

FREE OF CHARGE.

GLASSES, \$1.

\$5 FINE GOLD EYE-GLASSES, \$1.

GOLD-PLATED EYE-GLASSES, 50c.

Value \$1.50.

EVERY PARTICLE OF THE METAL IN THIS SPRING IS WARRANTED SOLID GOLD and set with the finest Crystal Lenses. The Clips are the newest kind, that cannot slip and do not disfigure the nose. They are the most stylish glasses made. Every Eye-glass and Spectacle wearer should take advantage of this sale, as they are high-grade goods and guaranteed the finest glasses made. The same quality of glasses are sold by regular Opticians at \$5 and \$5.50 per pair. Only two pairs to each customer. Remember this is the only Optical Department in Richmond that employs a graduate technician. All Oculists' prescriptions filled at half the price charged by other Optical Stores.

The Basement Bargains

has sprung up again like Jack's beanstalk. The fact is, preparations were made for this sale long before the basement was a holiday resort. Hence the possibility of these hundreds of bargains.

COTTONS: OUTFITS.

New Spring Zephyr Gingham, the finest 12 1/2-1 1/2 c. grades, 8 1/2-1 1/2 c.

A cheaper grade in Seersucker stripe, 1 3/4-1 1/4 c. usual price, now 5 3/4-1 1/4 c.

Fancy Shirting and Dress Prints, 4 1/2-1 1/2 c.

Lot of Printed Crepe Flannellets in new styles, 7 3/4-1 1/2 c.

6 3/4-1 1/2 c. for full yard-wide 10c. and 12 1/2-1 1/2 c. Percales.

6 1/2-1 1/2 c. Indigo Prints and Canton Flannels, 4 1/2-1 1/2 c.

Best 6 1/2-1 1/2 c. Double Faced Dark Outings, fancy woven, 3 3/4-1 1/2 c.

6c. Calicoes, in fancies, grays and reds, 3 7/8-1 1/2 c.

4-4 Bleached Cambrics and Cottons, 8c. to 10c. grade, your pick from the lot for 6 1/2-1 1/2 c.

2,500 yards 3 3/4-1 1/2 c. Fine Brown Cotton, 2 3/4-1 1/2 c. a yard.

10c. Dark Dress Gingham, plaid, striped and checked effects, 7 1/2-1 1/2 c.

4-4 New York Mills Bleached Cotton; for some reason the maker left off the brand, which makes the price 8 1/2-1 1/2 c.

HOUSEFURNISHINGS.

The very best quality of Real China Tea Sets of 141 pieces, three different shapes, in assorted decorations, real French designs, \$5.98.

\$16 Dinner Sets of 100 pieces, decorated with gold stipple, seven different styles, \$8.95.

Neatly Decorated Sugar and Creams, 30c.

\$2.25 Decorated Dinner Plates, gold finished, edge, for \$1.75.

Salt Sets of six pieces, full size, in assorted colors, \$1.40.

Handsome Hall Lamps, extra large, in ruby and opal, \$1.50.

Quadruple Plated Silver Baking Dish, for \$1.08, from \$2.00.

Silver Tete-a-Tete Set of three pieces, with tray, \$3.75, from \$4.50.

Nut Towels silver and gold lined, from 25c. to \$0.50.

Individual Sugar and Creamers, gold lined, 30c.

Carving Sets of two pieces for 98c.

\$1.50 Whiskey and Wine Decanters, 50c.

And hundreds of little and big things too numerous to mention at like values.

KNIT UNDERWEAR.

23c.—Women's Bleached Pants, heavy fleeced, side buttons, yoke bands.

25c.—Women's Fleeced Union Suits of Egyptian yarn, all sizes, 25c. grades.

10c.—Women's Vests, fleeced, medium weight.

50c.—Women's White-Wool Ribbed Vests and Pants, all sizes.

25c.—Heavy Fleeced Vests or Pants, in the Peeler and Egyptian yarn.

19c.—Misses Ribbed Union Suits, 25c. garments.

25c.—Misses' Bleached Ribbed Vests, all sizes.

8c.—Children's Fleeced Shirts, small sizes.

12 1/2-1 1/2 c. for Sh